



KOAT
3801 Carlisle Blvd. NE
Albuquerque, NM 87107
(505)884-7777

www.koat.com

CONTRACT

<u>Contract / Revision</u>		<u>Alt Order #</u>
938958 /		06259023
<u>Product</u>		
<u>Issue</u>		
<u>Contract Dates</u>	<u>Estimate #</u>	
09/25/12 - 11/06/12	1540 DSCC #1540	
<u>Advertiser</u>	<u>Original Date / Revision</u>	
Democratic Senatorial Campaign Committee	08/03/12	/ 08/03/12
<u>Billing Cycle</u>	<u>Billing Calendar</u>	<u>Cash/Trade</u>
EOM/EOC	Broadcast	Cash
<u>Station</u>	<u>Account Executive</u>	<u>Sales Office</u>
KOAT	Mary Tricoli	HRP - Washington
<u>Special Handling</u>		
<u>Demographic</u>		
Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
9912856	49	53
<u>Agency Ref</u>	<u>Advertiser Ref</u>	

And:

Greer Margolis Mitchell Burns
1010 Wisconsin Ave, Suite 800
Washington, DC 20007

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	KOAT	09/25/12	11/05/12	Action 7 News @ 10p M-F	10-1030p		:30			NM	14	\$26,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:	09/25/12	10/01/12		MTWTF--				4	\$1,900.00			
Week:	10/02/12	10/08/12		MTWTF--				2	\$1,900.00			
Week:	10/09/12	10/15/12		MTWTF--				2	\$1,900.00			
Week:	10/16/12	10/22/12		MTWTF--				2	\$1,900.00			
Week:	10/23/12	10/29/12		MTWTF--				2	\$1,900.00			
Week:	10/30/12	11/05/12		MTWTF--				2	\$1,900.00			
N 2	KOAT	09/25/12	11/05/12	The View 10-11a	10-11a		:30			NM	21	\$9,975.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:	09/25/12	10/01/12		MTWTF--				2	\$475.00			
Week:	10/02/12	10/08/12		MTWTF--				2	\$475.00			
Week:	10/09/12	10/15/12		MTWTF--				2	\$475.00			
Week:	10/16/12	10/22/12		MTWTF--				5	\$475.00			
Week:	10/23/12	10/29/12		MTWTF--				5	\$475.00			
Week:	10/30/12	11/05/12		MTWTF--				5	\$475.00			
N 3	KOAT	09/25/12	11/05/12	Action 7 News @ 1030p	1030-1105p		:30			NM	25	\$31,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:	09/25/12	10/01/12		MTWTF--				5	\$1,250.00			
Week:	10/02/12	10/08/12		MTWTF--				4	\$1,250.00			
Week:	10/09/12	10/15/12		MTWTF--				4	\$1,250.00			
Week:	10/16/12	10/22/12		MTWTF--				4	\$1,250.00			
Week:	10/23/12	10/29/12		MTWTF--				4	\$1,250.00			
Week:	10/30/12	11/05/12		MTWTF--				4	\$1,250.00			
N 4	KOAT	09/25/12	11/05/12	Nightline	1105-1135p		:30			NM	26	\$9,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:	09/25/12	10/01/12		MTWTF--				1	\$350.00			
Week:	10/02/12	10/08/12		MTWTF--				5	\$350.00			
Week:	10/09/12	10/15/12		MTWTF--				5	\$350.00			
Week:	10/16/12	10/22/12		MTWTF--				5	\$350.00			
Week:	10/23/12	10/29/12		MTWTF--				5	\$350.00			
Week:	10/30/12	11/05/12		MTWTF--				5	\$350.00			

(* Line Transactions: N = New, E = Edited, D = Deleted)

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Contract / Revision 938958 /	Alt Order # 06259023	
Contract Dates 09/25/12 - 11/06/12	Product Issue	Estimate # 1540 DSCL #1540
Advertiser Democratic Senatorial Ca		Original Date / Revision 08/03/12 / 08/03/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 5	KOAT	09/25/12	11/05/12	Kimmel	1135p-1235a		:30			NM	26	\$3,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week: 09/25/12		10/01/12		MTWTF--				5	\$125.00			
Week: 10/02/12		10/08/12		MTWTF--				4	\$125.00			
Week: 10/09/12		10/15/12		MTWTF--				4	\$125.00			
Week: 10/16/12		10/22/12		MTWTF--				4	\$125.00			
Week: 10/23/12		10/29/12		MTWTF--				4	\$125.00			
Week: 10/30/12		11/05/12		MTWTF--				5	\$125.00			
N 6	KOAT	10/16/12	11/05/12	Anderson Cooper	11a-12n		:30			NM	16	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week: 10/16/12		10/22/12		MTWTF--				6	\$250.00			
Week: 10/23/12		10/29/12		MTWTF--				5	\$250.00			
Week: 10/30/12		11/05/12		MTWTF--				5	\$250.00			
N 7	KOAT	10/16/12	11/05/12	Chew, The	12-1pm		:30			NM	12	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week: 10/16/12		10/22/12		MTWTF--				4	\$200.00			
Week: 10/23/12		10/29/12		MTWTF--				4	\$200.00			
Week: 10/30/12		11/05/12		MTWTF--				4	\$200.00			
N 8	KOAT	10/16/12	11/05/12	General Hospital	2-3p/1-2p		:30			NM	12	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week: 10/16/12		10/22/12		MTWTF--				4	\$250.00			
Week: 10/23/12		10/29/12		MTWTF--				4	\$250.00			
Week: 10/30/12		11/05/12		MTWTF--				4	\$250.00			
N 9	KOAT	09/25/12	11/05/12	Ellen 3-4p	3-4p		:30			NM	27	\$10,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week: 09/25/12		10/01/12		-TWTF--				4	\$400.00			
Week: 10/02/12		10/08/12		MTWTF--				4	\$400.00			
Week: 10/09/12		10/15/12		MTWTF--				4	\$400.00			
Week: 10/16/12		10/22/12		MTWTF--				5	\$400.00			
Week: 10/23/12		10/29/12		MTWTF--				5	\$400.00			
Week: 10/30/12		11/05/12		MTWTF--				5	\$400.00			
N 10	KOAT	09/25/12	11/05/12	Action 7 News @ 5p	5-530p		:30			NM	30	\$33,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week: 09/25/12		10/01/12		MTWTF--				5	\$1,100.00			
Week: 10/02/12		10/08/12		MTWTF--				5	\$1,100.00			
Week: 10/09/12		10/15/12		MTWTF--				5	\$1,100.00			
Week: 10/16/12		10/22/12		MTWTF--				5	\$1,100.00			
Week: 10/23/12		10/29/12		MTWTF--				5	\$1,100.00			
Week: 10/30/12		11/05/12		MTWTF--				5	\$1,100.00			
N 11	KOAT	09/25/12	11/05/12	Action 7 News @ 6p	6-630p		:30			NM	20	\$26,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week: 09/25/12		10/01/12		MTWTF--				5	\$1,300.00			
Week: 10/02/12		10/08/12		MTWTF--				3	\$1,300.00			
Week: 10/09/12		10/15/12		MTWTF--				3	\$1,300.00			
Week: 10/16/12		10/22/12		MTWTF--				3	\$1,300.00			
Week: 10/23/12		10/29/12		MTWTF--				3	\$1,300.00			
Week: 10/30/12		11/05/12		MTWTF--				3	\$1,300.00			
N 12	KOAT	09/25/12	11/05/12	6a A7N More In The AM	6-7a		:30			NM	25	\$30,625.00

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Advertiser Democratic Senatorial Ca	Original Date / Revision 08/03/12 / 08/03/12	

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week: 09/25/12		10/01/12		MTWTF--				4	\$1,225.00			
Week: 10/02/12		10/08/12		MTWTF--				3	\$1,225.00			
Week: 10/09/12		10/15/12		MTWTF--				3	\$1,225.00			
Week: 10/16/12		10/22/12		MTWTF--				5	\$1,225.00			
Week: 10/23/12		10/29/12		MTWTF--				5	\$1,225.00			
Week: 10/30/12		11/05/12		MTWTF--				5	\$1,225.00			
N 13 KOAT	10/16/12	11/05/12		Entertainment Tonight 630-7p;630-7p			:30			NM	3	\$3,300.00
	<u>Start Date</u>	<u>End Date</u>		<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week: 10/16/12		10/22/12		MTWTF--				1	\$1,100.00			
Week: 10/23/12		10/29/12		MTWTF--				1	\$1,100.00			
Week: 10/30/12		11/05/12		MTWTF--				1	\$1,100.00			
N 14 KOAT	09/25/12	11/05/12		Good Morning America	7-9a		:30			NM	24	\$20,400.00
	<u>Start Date</u>	<u>End Date</u>		<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week: 09/25/12		10/01/12		MTWTF--				1	\$850.00			
Week: 10/02/12		10/08/12		MTWTF--				4	\$850.00			
Week: 10/09/12		10/15/12		MTWTF--				4	\$850.00			
Week: 10/16/12		10/22/12		MTWTF--				5	\$850.00			
Week: 10/23/12		10/29/12		MTWTF--				5	\$850.00			
Week: 10/30/12		11/05/12		MTWTF--				5	\$850.00			
N 15 KOAT	09/25/12	11/05/12		Live with Regis & Kelly 9-10a 9-10a			:30			NM	27	\$12,825.00
	<u>Start Date</u>	<u>End Date</u>		<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week: 09/25/12		10/01/12		-TWTF--				3	\$475.00			
Week: 10/02/12		10/08/12		MTWTF--				3	\$475.00			
Week: 10/09/12		10/15/12		MTWTF--				3	\$475.00			
Week: 10/16/12		10/22/12		MTWTF--				5	\$475.00			
Week: 10/23/12		10/29/12		MTWTF--				5	\$475.00			
Week: 10/30/12		11/05/12		MTWTF--				8	\$475.00			
N 16 KOAT	10/19/12	11/02/12	20/20		9-10p		:30			NM	3	\$6,600.00
	<u>Start Date</u>	<u>End Date</u>		<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week: 10/15/12		10/21/12	----1--					1	\$2,200.00			
Week: 10/22/12		10/28/12	----1--					1	\$2,200.00			
Week: 10/29/12		11/04/12	----1--					1	\$2,200.00			
N 17 KOAT	10/20/12	11/03/12		Action 7 News @ 10p Sat	10-1035p		:30			NM	3	\$5,100.00
	<u>Start Date</u>	<u>End Date</u>		<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week: 10/15/12		10/21/12	-----1-					1	\$1,700.00			
Week: 10/22/12		10/28/12	-----1-					1	\$1,700.00			
Week: 10/29/12		11/04/12	-----1-					1	\$1,700.00			
N 18 KOAT	09/29/12	11/03/12		Action 7 News @ 5p Sat	5-530p		:30			NM	6	\$3,300.00
	<u>Start Date</u>	<u>End Date</u>		<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week: 09/24/12		09/30/12	-----1-					1	\$550.00			
Week: 10/01/12		10/07/12	-----1-					1	\$550.00			
Week: 10/08/12		10/14/12	-----1-					1	\$550.00			
Week: 10/15/12		10/21/12	-----1-					1	\$550.00			
Week: 10/22/12		10/28/12	-----1-					1	\$550.00			
Week: 10/29/12		11/04/12	-----1-					1	\$550.00			
N 19 KOAT	09/29/12	11/03/12		Sa 6a A7N More in the AM	6-9a		:30			NM	6	\$3,750.00
	<u>Start Date</u>	<u>End Date</u>		<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week: 09/24/12		09/30/12	-----1-					1	\$625.00			

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*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	-----1-				1	\$625.00			
Week:		10/08/12	10/14/12	-----1-				1	\$625.00			
Week:		10/15/12	10/21/12	-----1-				1	\$625.00			
Week:		10/22/12	10/28/12	-----1-				1	\$625.00			
Week:		10/29/12	11/04/12	-----1-				1	\$625.00			
N 20	KOAT	10/21/12	11/04/12	Action 7 News @ 10p Sun	10-1030p		:30			NM	3	\$6,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----1				1	\$2,100.00			
Week:		10/22/12	10/28/12	-----1				1	\$2,100.00			
Week:		10/29/12	11/04/12	-----1				1	\$2,100.00			
N 21	KOAT	10/21/12	11/04/12	Action 7 News @ 1030p Sun	1030-1105p		:30			NM	3	\$3,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----1				1	\$1,250.00			
Week:		10/22/12	10/28/12	-----1				1	\$1,250.00			
Week:		10/29/12	11/04/12	-----1				1	\$1,250.00			
N 22	KOAT	09/30/12	11/04/12	ET Weekend Su	4-5p		:30			NM	6	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	-----1				1	\$400.00			
Week:		10/01/12	10/07/12	-----1				1	\$400.00			
Week:		10/08/12	10/14/12	-----1				1	\$400.00			
Week:		10/15/12	10/21/12	-----1				1	\$400.00			
Week:		10/22/12	10/28/12	-----1				1	\$400.00			
Week:		10/29/12	11/04/12	-----1				1	\$400.00			
N 23	KOAT	09/30/12	11/04/12	Action 7 News @ 5p Sun	5-530p		:30			NM	6	\$3,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	-----1				1	\$550.00			
Week:		10/01/12	10/07/12	-----1				1	\$550.00			
Week:		10/08/12	10/14/12	-----1				1	\$550.00			
Week:		10/15/12	10/21/12	-----1				1	\$550.00			
Week:		10/22/12	10/28/12	-----1				1	\$550.00			
Week:		10/29/12	11/04/12	-----1				1	\$550.00			
N 24	KOAT	09/30/12	11/04/12	5-6a	5-6a		:30			NM	6	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	-----1				1	\$175.00			
Week:		10/01/12	10/07/12	-----1				1	\$175.00			
Week:		10/08/12	10/14/12	-----1				1	\$175.00			
Week:		10/15/12	10/21/12	-----1				1	\$175.00			
Week:		10/22/12	10/28/12	-----1				1	\$175.00			
Week:		10/29/12	11/04/12	-----1				1	\$175.00			
N 25	KOAT	10/21/12	11/04/12	AFV	6-7p		:30			NM	3	\$8,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----1				1	\$2,800.00			
Week:		10/22/12	10/28/12	-----1				1	\$2,800.00			
Week:		10/29/12	11/04/12	-----1				1	\$2,800.00			
N 26	KOAT	10/16/12	10/30/12	DWTS	8-9p		:30			NM	3	\$13,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-1-----				1	\$4,500.00			
Week:		10/22/12	10/28/12	-1-----				1	\$4,500.00			

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



www.koat.com

KOAT
 3801 Carlisle Blvd. NE
 Albuquerque, NM 87107
 (505)884-7777

Contract / Revision 938958 /	Alt Order # 06259023	
Contract Dates 09/25/12 - 11/06/12	Product Issue	Estimate # 1540 DSCC #1540
Advertiser Democratic Senatorial C8		Original Date / Revision 08/03/12 / 08/03/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
		<u>Start Date</u> Week: 10/29/12	<u>End Date</u> 11/04/12	<u>Weekdays</u> -1-----				<u>Spots/Week</u> 1	<u>Rate</u> \$4,500.00			
										Totals	356	\$283,975.00

*Tax 1 Note: New Mexico Tax Rate 7%

Time Period	# of Spots	Gross Amount	Net Amount	*Tax 1	Total
08/27/12 - 09/30/12	38	\$31,950.00	\$27,157.50	\$1,901.03	\$29,058.53
10/01/12 - 10/28/12	228	\$182,200.00	\$154,870.00	\$10,840.90	\$165,710.90
10/29/12 - 11/05/12	90	\$69,825.00	\$59,351.25	\$4,154.59	\$63,505.84
Totals	356	\$283,975.00	\$241,378.75	\$16,896.52	\$258,275.27

Signature: _____ Date: _____

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